

INFORMATION LETTER

NATIONAL CANNERS ASSOCIATION

Not for
Publication

For Members
Only

No. 1483

Washington, D. C.

April 17, 1954

President Willkie Appoints 1954 N.C.A. Committees

President E. E. Willkie this week announced the membership of 20 N.C.A. Committees to serve during 1954.

Of the total, 16 are standing committees and 4 special committees. In addition to these committees, subcommittees are named by committee chairmen to carry out specific duties when the occasion arises.

On the next five pages of this issue are published the complete list of committee personnel, with the chairmen of each indicated, preceded by the names of the N.C.A. officers, Board of Directors, and Administrative Council.

USDA Appropriations

The House on April 14 passed and sent to the Senate H. R. 8779, providing \$720,102,654 for activities of the U. S. Department of Agriculture during the fiscal year 1955.

Over the protests of the leadership in charge of the bill, the House approved all but a few of the dozen amendments offered from the floor and voted funds totaling \$21,692,341 more than the President had requested in his budget. The total is \$14,589,785 less than 1954 appropriations.

For the school lunch program, the House adopted an amendment raising the \$77,011,416 recommended by the Appropriations Committee to \$83,464,000. The increase more than restores the \$6 million cut from funds for Section 6 of the National School Lunch Act by the Committee.

The House acted favorably on the recommendation of the Committee and voted funds for terminal market inspection of fresh fruits and vegetables, but did not restore funds cut from the budget for inspection of processed fruits and vegetables.

H. R. 8779 also carries \$320.5 million in loan authority, \$45 million more than the President's budget, the Committee having added that amount.

Representatives of Fruit Growers Support Legislation To Authorize Marketing Orders on Canning Crops

Peach, pear, and citrus representatives appeared before the House and Senate Committees on Agriculture this week in support of the Department of Agriculture proposal that fruits and vegetables for canning be made subject to the mandatory marketing order authority contained in the Agricultural Marketing Agreement Act for 1937. The grower's representatives included Ralph B. Bunje, general manager, California Canning Peach Association; Jack Z. Anderson, president, California Canning Pear Association; Marvin H. Walker, general manager, Florida Citrus Canners Cooperative; Robert Rutledge, manager, Florida Citrus Mutual; and Howard Phillips, Dr. P. Phillips Canning Company.

L. L. Chandler, representing the Florida Fruit and Vegetable Association, appeared before the Senate Committee proposing an additional amendment to the marketing orders statute dealing with imports. He also supported the two amendments in the USDA recommendations that provide

for the regulation of containers and authorize research programs.

Mr. Bunje stated that his organization did not intend to seek an order under a federal program should the law be amended. "Rather," he stated, "it is my intention to clarify the possible application of such orders, and to show how they may work, and how we have benefited under similar state orders." Mr. Bunje gave a history of the use of marketing orders beginning with the federal order in 1933 and the subsequent programs under the California state law. Mr. Bunje gave the following as the reasons for peach growers' interest in the federal act:

"First of all, we believe that our experience will be of aid to the Committee and to Congress in writing such laws as will bring about stable returns to farm people. Secondly, our market for cling peaches is affected by the

(Please turn to page 168)

Advance Copies of Canned Foods Article Mailed

Advance copies of the May issue of the Picture Book Section of the *Woman's Home Companion* were mailed to canners this week. The feature, entirely devoted to canned foods, and bearing the title "Because of Canned Foods We Eat Better Today," is described on page 168 of this issue of the INFORMATION LETTER.

The newsstand date for the *Companion* is April 26, and the preprints were distributed early to canners to enable them to use the feature in their individual sales promotion efforts with brokers and buyers.

Copies of the preprint also were distributed by the Dudley, Anderson and Yutzy organization to retail organizations, coast-to-coast, for promotional tie-ins, as part of the N.C.A. Consumer and Trade Relations program. Theme of the feature article also is being promoted to 78 telecasters as a basis for TV programs.

Tomato Products Sanitation

Recommendations for tomato control in 1954 have been compiled by the special N.C.A. Committee on Tomato Products Sanitation. Together with a set of suggestions for research to be undertaken by individual canners, the recommendations have been mailed to all tomato canners.

A progress report of experiments conducted in 1952 and 1953 also was sent with the recommendations to all tomato canners.

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STATISTICS

Cabbage for Kraut

Contract acreage of kraut cabbage in prospect for 1954, including packers' own plantings, is about 13 percent less than was planted under contract in 1953 but 2 percent more than the 10-year average, according to the Crop Reporting Board of the USDA. If these early-season prospects materialize, the 1954 contract plantings for kraut will total 10,410 acres compared with 12,000 acres in 1953 and an average of 10,200 acres for the 1943-52 period.

At this time, information is not available regarding the tonnage that kraut packers intend to purchase on the open market in 1954. Last year the open market acreage represented about 31 percent of the total planted acreage. For the preceding 10-year period, it averaged around 44 percent of the total.

Reports from growers indicate that the prospective 1954 cabbage acreage for both fresh market and kraut in the summer and early fall crop states will be about 3 percent less than last year. These summer and early fall crop states produce the bulk of the cabbage used for kraut.

Sweet Corn for Processing

An acreage of sweet corn for processing about 7 percent less than was planted in 1953 is indicated for 1954, according to the Crop Reporting Board of USDA. This is based on reports received from processors in late March and early April giving infor-

mation on the acreage they intend to contract and plant in 1954.

If these early-season prospects materialize, the 1954 plantings of sweet corn for canning, freezing, and other processing will total 492,050 acres. Last year the planted acreage was 528,710 acres, and for the preceding 1943-52 period, it averaged 503,130 acres.

Abandonment of planted acreage averaged about 7 percent annually during the past 10 years. If this loss is assumed for 1954, about 457,600 acres would be harvested in 1954. This compares with 506,640 acres harvested in 1953 and a 1943-52 average of 467,630 acres.

State	Planted Acreage			Percent change from 1953
	10-year ave.	1953 vised	1954 indicated	
Maine	2,910	2,850	2,250	-21
New York	23,060	34,300	37,000	+8
Pennsylvania	4,740	6,200	5,300	-15
Michigan	7,260	7,200	7,300	+1
Wisconsin	11,870	14,000	14,700	+5
Missouri	940	300	400	+33
Delaware	1,950	2,500	3,000	+20
Maryland	11,630	11,200	11,500	+3
Virginia	3,560	3,600	4,000	+11
North Carolina	2,830	3,000	3,000	0
South Carolina	2,370	500	500	0
Georgia	1,530	200	200	0
Florida	10,610	17,300	17,000	-2
Tennessee	5,230	6,500	6,500	0
Mississippi	1,810	2,000	2,100	+5
Arkansas	10,590	4,000	3,000	-25
Louisiana	1,830	930	2,100	+126
Oklahoma	5,520	2,500	2,000	-20
Texas	7,450	6,500	6,500	0
Colorado	1,470	1,600	1,600	0
Utah	560	600	700	+17
Washington	2,270	2,100	2,600	+24
Oregon	5,620	7,800	9,500	+22
California	1,470	2,200	3,000	+36
Other states ¹	4,420	6,510	6,110	-6
U. S. Total	134,000	146,390	151,860	+3.7

¹ Ala., Idaho, Ill., Ind., Iowa, Ky., Minn., Mont., Nebr., N. J., N. M., Ohio, Vt., and Wyo.

Snap Beans for Processing

An increase of about 4 percent over last year's snap bean plantings is indicated for 1954, according to the Crop Reporting Board's report on April 1 conditions. This prospective increase over the 1953 planted acreage is based on reports received from processors in late March and early April giving information on the acreage they intend to contract or plant in 1954.

If these early-season acreage prospects materialize, the 1954 plantings of snap beans for processing will total 151,860 acres. This compares with a revised estimate of 146,390 acres planted in 1953 and a 1943-52 average of 134,000 acres.

Abandonment of planted acreage averaged about 4 percent annually during the past 10 years. If this loss is assumed for 1954, about 145,800

acres would be harvested in 1954. This compares with a revised estimate of 138,090 acres harvested in 1953 and a 1943-52 average of 127,350 acres.

State	Planted Acreage				
	10-year ave. 1943-52	1953 vised	1954 indicated	Percent change from 1953	Percent change from 1953 revised
Maine	2,910	2,850	2,250	-21	-21
New York	23,060	34,300	37,000	+8	+8
Pennsylvania	4,740	6,200	5,300	-15	-15
Michigan	7,260	7,200	7,300	+1	+1
Wisconsin	11,870	14,000	14,700	+5	+5
Missouri	940	300	400	+33	+33
Delaware	1,950	2,500	3,000	+20	+20
Maryland	11,630	11,200	11,500	+3	+3
Virginia	3,560	3,600	4,000	+11	+11
North Carolina	2,830	3,000	3,000	0	0
South Carolina	2,370	500	500	0	0
Georgia	1,530	200	200	0	0
Florida	10,610	17,300	17,000	-2	-2
Tennessee	5,230	6,500	6,500	0	0
Mississippi	1,810	2,000	2,100	+5	+5
Arkansas	10,590	4,000	3,000	-25	-25
Louisiana	1,830	930	2,100	+126	+126
Oklahoma	5,520	2,500	2,000	-20	-20
Texas	7,450	6,500	6,500	0	0
Colorado	1,470	1,600	1,600	0	0
Utah	560	600	700	+17	+17
Washington	2,270	2,100	2,600	+24	+24
Oregon	5,620	7,800	9,500	+22	+22
California	1,470	2,200	3,000	+36	+36
Other states ¹	4,420	6,510	6,110	-6	-6
U. S. Total	134,000	146,390	151,860	+3.7	+3.7

¹ Ala., Idaho, Ill., Ind., Iowa, Ky., Minn., Mont., Nebr., N. J., N. M., Ohio, Vt., and Wyo.

Citrus Fruit Production

The orange crop on April 1 was estimated at 123.4 million boxes, down from the March estimate but still a record output, according to the Crop Reporting Board of USDA. This estimate is 3 percent above last year's output and 16 percent above average.

Grapefruit production is estimated at 44.4 million boxes, 18 percent above last season but 13 percent less than the 10-year average. California lemons are forecast at 13.7 million boxes, 9 percent above last season and 8 percent above average.

About 47 million boxes of oranges remained for harvest on April 1 of this year, about 10.5 million less than a year earlier. Most of this decrease is in California Valencias, which are forecast at 20.7 million boxes, 8.2 million below last season.

Florida Valencias are estimated at 36 million boxes, about 20 percent more than the 29.9 million last season. On April 1 about 23 million boxes of Florida Valencias remained for harvest, about the same as a year ago despite the larger production.

Marketing Orders

(Concluded from page 161)

values and prices of competing fruits. Distress prices on other fruits for canning serve to reduce the value of our commodity. And third, we believe that if a federal program is made available to us we will have greater success in working out a stable and sound program under state regulation."

In the course of Committee questioning, Mr. Bunje reiterated that the California cling peach growers had no intention of using the federal act but that they felt it would increase their bargaining power with canners under the operation of the state program.

He also pointed out the distinction between California State programs and the federal law. He emphasized that processor "assent" is required under the state law and that for a program to go into effect it must have the approval of a majority of both sides. "In other words" he said, "we cannot put into effect a regulation affecting the canners unless they approve and the same thing is true of growers."

Former Congressman Jack Z. Anderson stated that he did not believe limited legislation providing only for the inclusion of pears in the Act would be fair to other canning fruit and vegetable producers and therefore he was supporting the proposal to include all commodities. However, he stated that growers agree that the law should be amended so that the canner is not obliged to bear the expense of producer orders. He also stated that growers agree that orders should not be imposed on canners without their vote and assent. Mr. Anderson stated that his Association represents over 800 pear growers who produce 60 percent of the California tonnage.

The witnesses testifying on behalf of Florida grapefruit growers asserted that the only way they can have an effective over-all program is to amend the basic law so federal marketing programs may be applied not only to fruit which goes into fresh fruit channels but also that portion of the crop used by processors. They stated that grapefruit was in a distress condition.

At the conclusion of the Senate hearing on April 14, Chairman Aiken announced that he was going to ask Secretary Benson to come before the Committee on Wednesday, April 21, so that the Department would be able to make any final suggestions it may

have for provisions to go into the over-all farm program legislation.

Senator Aiken also stated that in view of the diversity of the various provisions of the Administration's proposed farm program, the Committee would need to set up subcommittees to handle various phases of the proposed program. One of these subcommittees would deal with the amendments to the Agricultural Marketing Agreements Act and he indicated that a subcommittee of about three or four members would be named to go to work on that portion of the over-all program.

The House hearings terminated on April 16.

PUBLICITY

Woman's Home Companion

Dorothy Kirk, food editor, presents six articles about canned foods comprising the picture book section of the May issue of the *Woman's Home Companion* magazine. The articles appear under the over-all title "Because of Canned Foods We Eat Better Today."

The articles present Mrs. Harriet Heneveld of Syracuse, N. Y., telling how she uses canned foods in easy, glamorous entertaining, how her family likes them served, how to shop for canned foods, and why their convenience, high nutritive value and economy mean so much to her.

Handsome color photographs, inter-

esting recipes and serving suggestions are presented throughout the section. Miss Kirk also gives can size and label information, and other tips such as how to store food after the can has been opened.

Immediately following the Picture Book section is an article, "All About Can Openers", describing the CMI Seal of Approval and showing photographs of seven approved can openers.

In another article in the same issue of the *Companion*, "Good Food On Your May Table", many canned foods are included. Nell Nichols, their food field reporter, tells of her visit with young homemakers in Atlanta. Mrs. Nichols travels throughout the country, meeting and talking with young homemakers about their food problems and reports on a different city each month.

Her May article begins, "Before I had chatted with a half dozen young Atlanta women I realized cooking there is in step with a new industrial south. I don't mean to imply that all the great traditional southern dishes have disappeared—by no means. But the modern versions often rely on the skilled seasoning and expert preparation found in canned foods." Her discussion of what some of the women prepared and liked included the following canned foods: mixed vegetables for soup, corn, tomato paste, tomatoes, okra, chicken, tomato sauce, tomato soup, and tuna.

Circulation of the *Companion* is reported at 4,381,000, with some 10,700,000 readers.

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